



2021 ADVERTISING PLANNER

OUR BRAND



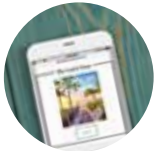
CLASSIC DESIGN

Our magazines feature the most compelling photography and design in the tourism industry. Readers regularly tell us they keep them and refer to them often for travel planning ideas.



COMPELLING STORIES

Our professional writers and editors travel throughout the United States and around the world to craft travel articles that are rich, informative and entertaining. Our readers trust us because we don't compromise on editorial content.



INSTANT ACCESS

Our magazine websites are crafted with beauty and simplicity to match our print standards, and our series of e-newsletter and customized email products ensures you can get your message in front of our readers whenever you want.



READERSHIP CONNECTIONS

We have spent years building personal relationships with influential travel planners and meeting planners, and our exclusive OnSite Familiarization Tour Program brings the most qualified planners in the industry to your destination.



ENDURING PARTNERSHIPS

We publish custom magazines for some of the most well respected organizations in the tourism industry including The Group Travel Family, Travel South USA, Southeast Tourism Society, Myrtle Beach CVB, Ohio Has It, Travel Alliance Partners, Explore Minnesota, The U.S. Civil Rights Trail and The Kentucky Horse Park.

MEET THE SALES TEAM



VICE PRESIDENT,
SALES AND MARKETING

KELLY TYNER

kelly@grouptravelleader.com

DIRECTOR OF
ADVERTISING SALES

KYLE ANDERSON

kyle@grouptravelleader.com
kyle@smallmarketmeetings.com

THE GROUP
TRAVEL LEADER
INC.

GROUPTRAVELLEADER.COM
888.253.0455

SMALL MARKET
MEETINGS

SMALLMARKETMEETINGS.COM
866.356.5128

PRINT



Print Advertising

See Editorial Calendars

Special Sections

Kentucky Tourism

Georgia Tourism

Custom Content

1 Page Feature

2 Page Feature

3 Page Feature

4 Page Feature

High Impact Units

Bellyband • Barn Door

Gatefold • Insert

and More.....

MAGAZINE TITLES

PUBLISHED BY
THE GROUP TRAVEL LEADER, INC.
PIONEER PUBLISHING, INC.

GROUP
TRAVEL LEADER
INC.

SMALL MARKET
MEETINGS



DIGITAL

Get exposure for your brand on our family of websites and industry-leading e-newsletters. You can also reach our audience directly with a dedicated e-blast.

GROUPTRAVELLEADER.COM • SELECTTRAVELER.COM
GOINGONFAITH.COM • SMALLMARKETMEETINGS.COM



E-NEWSLETTERS

WEBSITE BANNER ADS

You can purchase a Banner Ad on any of our four websites for 3, 6, 9 or 12 months.

LEADERBOARD 1200 x 250 pixels

SIDE BANNER 250 x 250 pixels

E-NEWSLETTER SPONSORED ARTICLE

You can purchase a sponsored e-newsletter article post by sending us four photos and up to 500 words about a featured tour or product.

Your article will also be featured on our website.

E-NEWSLETTER BANNER ADS

LEADERBOARD
700 x 100 pixels

SIDE BANNER
300 x 250 pixels

DEDICATED E-BLAST

Send your sales message to our group leaders or meeting planners in a dedicated HTML or PDF e-blast. Use our platforms to get your message out to our readers.

GROUP TRAVEL MINUTE — Twice Monthly

SELECT TRAVELER MINUTE — Monthly

FAITH TRAVEL MINUTE — Monthly

MEETINGS AT A GLANCE — Twice Monthly

CUSTOM CONTENT

Our magazines, your message!

1 Page Feature



2 or 3 Page Feature



4 Page Feature

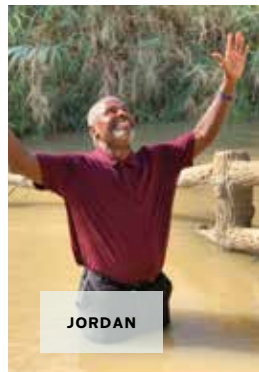


YOUR DESTINATION NEVER LOOKED BETTER

Highlight your destination or experience with an article by a professional travel writer! With our custom content series, you can have your own article of up to four pages in any of our magazines. Our professional travel writer will work with you to develop a story showcasing the activities, attractions and accolades you want our readers to know about. Then our art director uses your photos to create a visually stunning magazine layout that is sure to drive leads and reader engagement. In addition to running in the print magazine, your Custom Content article will also appear in that month's e-newsletter and will appear on our website for one year. The package also includes a 300 x 250 pixel banner ad in our e-newsletter.

ONSITE FAM EVENTS

Host qualified travel or meeting planners in your destination!



OnSite

WITH THE GROUP TRAVEL LEADER



OnSite

WITH SMALL MARKET MEETINGS

Host qualified travel or meeting planners in your destination by working with us on one of our popular events! Numerous destinations have already hosted our exciting OnSite fam tours. We promote each event, invite our readers, assist you with planning and attend the event to produce social media buzz and extensive editorial coverage in our magazine and e-newsletter.

An OnSite Fam Event offers a year's worth of publicity in print and online. These events are designed to unite your industry or members in an overall effort that produces excitement leading up to, during and after the event. Your exposure lasts for months and yields massive media results from onsite interaction with travel planners who attend.

ARTICLES



PRINT
ADVERTISING

WEB & SOCIAL MEDIA

CUSTOM PUBLISHING

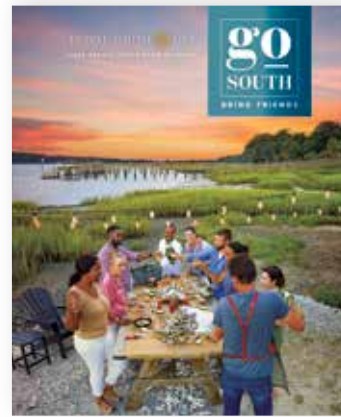
If you represent a region, state, organization or similar group that would benefit from our publishing expertise, contact our sales team today. We do all the work! We'll meet with you to develop the editorial content, we'll create the sales plan and materials, and we'll deliver an unparalleled product on your deadline. Contact any of our clients for a recommendation—they'll confirm our commitment to delivering your magazine on schedule and exceeding all your expectations.

Call today to see how easily we can do one for you! **888.253.0455**

Let Us Create a Custom Magazine for You!

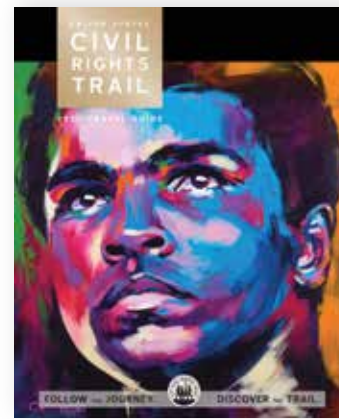
GO SOUTH

TOUR PLANNER



U.S. CIVIL RIGHTS TRAIL

TRAVEL GUIDE



OHIO HAS IT!

GROUP TRAVEL GUIDE



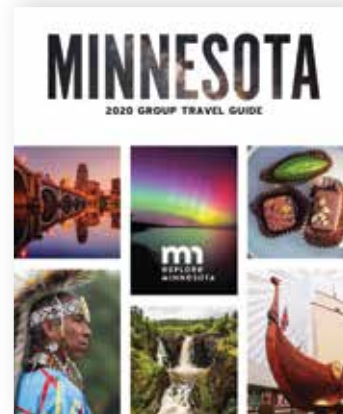
KENTUCKY HORSE PARK

MAGAZINE



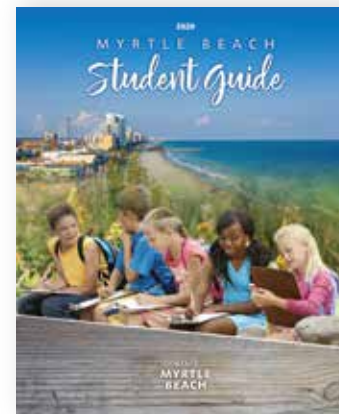
MINNESOTA

GROUP TRAVEL GUIDE



MYRTLE BEACH

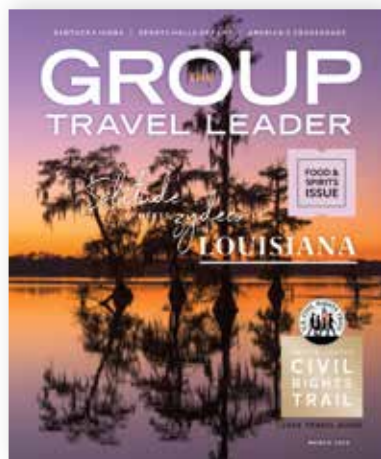
HOLIDAY & STUDENT GUIDES



KENTUCKY TOURISM

GROUP TRAVEL GUIDE

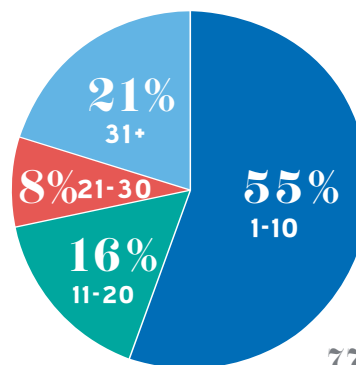




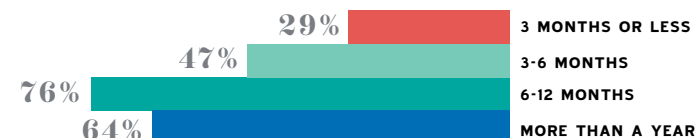
READER PROFILE

The Group Travel Leader is published 10 times per year and is read by more 33,000 travel planners in print and via our digital edition format. These travel buyers are professional tour operators who are members of ABA, NTA, OMCA, SYTA, or USTOA or group leaders that attend Group Travel Family conferences or other industry tradeshows that qualify them each year.

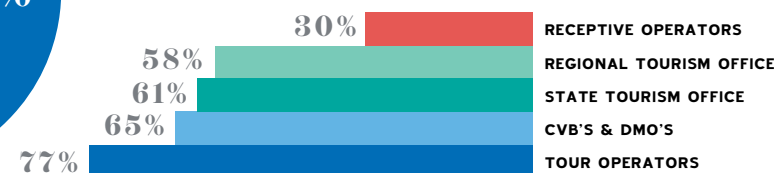
AVERAGE NUMBER OF TRIPS/YEAR



TRIP PLANNING TIME FRAMES



WHEN PLANNING TRIPS I WORK WITH:



GROSS PRINT RATES

	10X	5X	3X	1X
Full Page, Color	4,120	4,340	4,560	4,750
2/3 Page, Color	3,150	3,350	3,550	3,750
Half Page, Color	2,620	2,770	2,930	3,100
1/3 Page, Color	1,650	1,770	1,890	2,000
1/6 Page, Color	1,100	1,200	1,300	1,400

For Ad Dimensions and Specs See Back Cover

CUSTOM CONTENT

Our writer will work directly with you to create a one, two, three or four page custom content article. Your article will run in the issue of your choice in print, as an e-Newsletter article in that month's issue and on our website for one year in our Travel Stories feature. Call or email for additional information & rates.

INSERTS/CUSTOM PRINTING

Your preprinted inserts can be polybagged with The Group Travel Leader and mailed for as little as 50¢/piece. Regional buys are also available. Call for a quote.

PRINT & DIGITAL DEADLINES

SPACE: 1st of month prior

MATERIALS: 5th of month prior

GROSS DIGITAL RATES

WEBSITE

LEADERBOARD AD: \$600

BANNER AD: \$500

E-NEWSLETTER

LEADERBOARD AD: \$600

BANNER AD: \$500

E-BLAST: \$1,500

SPONSORED ARTICLE: \$600

You submit up to 500 words of copy and four photos that will run in one issue of our e-Newsletter and on our website for one year in our Travel Stories feature.

2021 EDITORIAL CALENDAR



	THEME	STATE SPOTLIGHT	DESTINATION	DESTINATION	TRAVEL STOP	SPECIAL SECTIONS
JANUARY	Spring Destinations	Delaware	Ohio	Milwaukee	Outlet Malls	GO South (STS)
FEBRUARY	Music & Entertainment	Washington	America's Crossroads	Virginia Beach, VA	Museums	The Great Lakes
MARCH	Food & Spirits	Louisiana	Minnesota	New York City	Animal Experiences	US Civil Rights Trail & Kentucky
APRIL	Student Travel	Kansas	Alabama	Philadelphia	Native American	The Carolinas & Florida
MAY	History & Heritage	Georgia	Missouri	Oklahoma City	Birdwatching	Tennessee & California
JUNE	Waterfront Destinations	Wisconsin	South Carolina	Los Angeles	Presidential Sites	Along The Mississippi River
JULY/AUGUST	Faith-Based Travel	Arkansas	Texas	Nashville & Suburbs	Underground RR Sites	Oklahoma & Gaming
SEPTEMBER	Arts & Culture	Virginia	Alaska	St. Louis	Studio Tours	Buyers Guide Directory
OCTOBER	Outdoor Adventure	South Dakota	Wyoming	Portland, OR	Aviation Attractions	America's Heartland Kentucky Travel Guide
NOVEMBER/DECEMBER	Cruising	Indiana	Iowa	Columbus, OH	Historic Homes	TAP Special Section International Buyers Guide



[GROUPTRAVELLEADER.COM](https://www.grouptravelleader.com)

CONTACT US

888.253.0455

Kelly@grouptravelleader.com

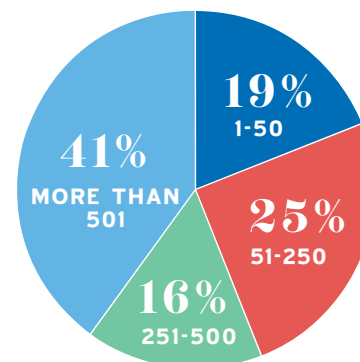
Kyle@grouptravelleader.com



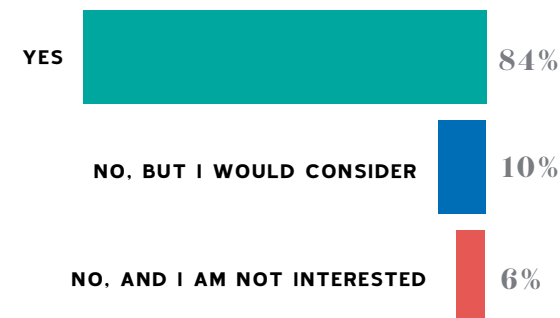
READER PROFILE

Select Traveler is the national magazine for travel planners for banks, chambers of commerce and alumni associations, and serves as the official magazine of the Select Traveler Conference. It is mailed six times a year to more than 4,500 travel planners for these upscale groups, including 400 tour operators who serve this market. These affluent travel programs deliver members who travel as much as 6-8 times per year.

NUMBER OF TRAVELERS IN TRAVEL PROGRAM



DO YOU PLAN INTERNATIONAL TRIPS?



GROSS PRINT RATES

	6X	3X	1X
Full Page , Color	2,940	3,140	3,300
2/3 Page , Color	2,470	2,580	2,690
Half Page , Color	2,050	2,150	2,250
1/3 Page , Color	1,500	1,580	1,650
1/6 Page , Color	990	1,040	1,090

For Ad Dimensions and Specs See Back Cover

CUSTOM CONTENT

Our writer will work directly with you to create a one, two, three or four page custom content article. Your article will run in the issue of your choice in print, as an e-Newsletter article in that month's issue and on our website for one year in our Travel Stories feature. Call or email for additional information & rates.

INSERTS/CUSTOM PRINTING

Your preprinted inserts can be polybagged with Select Traveler and mailed for as little as 50¢/piece.

PRINT & DIGITAL DEADLINES

SPACE: 1st of month prior

MATERIALS: 5th of month prior

GROSS DIGITAL RATES

WEBSITE

LEADERBOARD AD: \$450

BANNER: \$350

E-NEWSLETTER

LEADERBOARD: \$450

BANNER: \$350

SPONSORED ARTICLE: \$400

You submit up to 500 words of copy and four photos that will run in one issue of our e-Newsletter and on our website for one year in our Travel Stories feature.

select
TRAVELER

SELECTTRAVELER.COM

CONTACT US

888.253.0455

Kelly@grouptravelleader.com

Kyle@grouptravelleader.com

2021 EDITORIAL CALENDAR

THE MAGAZINE FOR BANK, ALUMNI AND CHAMBER TRAVEL PLANNERS



IN EVERY ISSUE: • International Travel Feature • Planner Talk Back • Checking In Profiles • Travel Toolbox • Career Corner • Where We've Been

	TRAVEL FOCUS	STATE/REGIONAL	CITY FEATURE	BIG CITY FEATURE	WE'RE KNOWN FOR	SPECIAL SECTIONS	CONFERENCE CONTENT
JANUARY FEBRUARY	Lighthouses	Oklahoma	Myrtle Beach, SC	Minneapolis	Mardi Gras	Rocky Mountains	Conference Preview
MARCH APRIL	Dining Experiences	South Dakota	Colorado Springs, CO	Indianapolis	Museums	The South	Conference Coverage
MAY JUNE	Thriving Downtowns	Tennessee	Napa Valley, CA	Montreal	Beaches	The Midwest	Market Update
JULY AUGUST	Arts & Culture	Kentucky	Charlotte, NC	Seattle	Sports	Cruising	Marquee Directory
SEPTEMBER OCTOBER	Theater	Missouri	Lincoln, NE	New Orleans	Gardens	Coastal Cities	Conference City
NOVEMBER DECEMBER	Resorts	Ohio	Eureka Springs, AR	Boston	Winter	TAP Special Section & International Buyers Guide	Conference Information

MARQUEE INCLUDES THE FOLLOWING:

- Buy a 1/2-Page ad and receive a 1/2-page profile in directory - \$2,050 gross
- Buy a Full-Page ad and receive a Full-Page profile adjacent to your ad - \$2,940 gross



SELECTTRAVELER.COM

CONTACT US

888.253.0455

Kelly@grouptravelleader.com

Kyle@grouptravelleader.com



Going On Faith is the national magazine for faith-based planners and serves as the official magazine of the Going On Faith Conference. It is mailed four times a year to more than 6,000 qualified travel directors for churches, synagogues and other religious groups and to tour operators who serve this market. These religious travel programs serve youth, boomer and mature adult groups.

Time to Receive a Response	Percentage
1-5 DAYS	75%
6-10 DAYS	72%
11-15 DAYS	28%
15 OR MORE DAYS	12%

Source of Information	Percentage
SOCIAL MEDIA	25%
ONLINE SEARCHES	54%
WORD OF MOUTH	70%
TRAVEL MAGAZINES	76%
TOURISM CONFERENCES	83%

	1X	Annual Contract (4 ads)
Full Page , Color	2,310	7,600 total *
2/3 Page , Color	1,785	5,900 total *
Half Page , Color	1,470	4,800 total *
1/3 Page , Color	1,040	3,400 total *
1/6 Page , Color	685	2,200 total *

*an 18% total savings over standard pricing

For Ad Dimensions and Specs See Back Cover

Our writer will work directly with you to create a one, two, three or four page custom content article. Your article will run in the issue of your choice in print, as an e-Newsletter article in that months issue and on our website for one year in our Travel Stories feature. Call or email for additional information & rates.

Your preprinted inserts can be polybagged with Going On Faith and mailed for as little as 50¢/piece. Regional buys are also available. Call for a quote.

SPRING: Space: Feb. 1 — **Materials:** Feb. 5
SUMMER: Space: May 1 — **Materials:** May 5
FALL: Space: Aug. 1 — **Materials:** Aug. 5
WINTER: Space: Nov. 1 — **Materials:** Nov. 5

WEBSITE

LEADERBOARD AD: \$450
BANNER: \$350

E-NEWSLETTER

LEADERBOARD: \$450
BANNER: \$350

SPONSORED ARTICLE: \$400

You submit up to 500 words of copy and four photos that will run in one issue of our e-Newsletter and on our website for one year in our Travel Stories feature.

DIGITAL DEADLINES:

Space: 1st of month prior
Materials: 5th of month prior

2021 EDITORIAL CALENDAR



IN EVERY ISSUE:

- Industry Update
- Travel Tips
- Conference Connection
- Holy Land & the World

	CITY FEATURE	STATE FEATURE	SPECIAL INTEREST	TRAVEL STOP	RETREAT VENUE	SPECIAL SECTION
SPRING	Dearborn, IN	Kansas	Value Destinations	Car Museums	Black Hills Area Retreat Center Deadwood, SD	The South
SUMMER	Branson, MO	Mississippi	Dinner Cruises	Music & Entertainment	The Cove, Asheville, NC	NE/Mid Atlantic
FALL	The Smokies	Pennsylvania	Farm & Factory Tours	History	Wheat State-Wichita Area Retreat Center, Augusta, KS	The Southwest
WINTER	Jefferson, LA	Ohio	Civil Rights	Faith-Based Attractions	Mt. Aetna Camp & Retreat Center, Hagerstown, MD	The Heartlands



GOINGONFAITH.COM

CONTACT US

888.253.0455

Kelly@grouptravellerleader.com

Kyle@grouptravellerleader.com



READER PROFILE

Small Market Meetings was created to fill a niche in the billion dollar meetings and convention industry - the need for an industry publication that focuses exclusively on second and third tier meeting destinations. Small Market Meetings serves as the official publication of the Small Market Meetings Conference and mails monthly to more than 10,000 qualified meeting planners nationwide. Our meeting planners serve the following markets

- Corporate - 55%
- Association - 43%
- Educational - 34%
- Sales - 19%
- Technology - 7%
- Other - 35%

NUMBER OF PEOPLE ATTENDING MEETINGS



LOCATION OF MEETINGS PLANNED



GROSS PRINT RATES

	12X	6X	3X	1X
Full Page , Color	2,440	2,500	2,560	2,620
2/3 Page , Color	2,050	2,100	2,150	2,200
Half Page , Color	1,740	1,785	1,830	1,875
1/3 Page , Color	1,315	1,355	1,395	1,435
1/6 Page , Color	885	920	955	990

For Ad Dimensions and Specs See Back Cover

CUSTOM CONTENT

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INSERTS/CUSTOM PRINTING

Your preprinted inserts can be polybagged with Small Market Meetings and mailed for as little as 50¢/piece. Regional buys are also available. Call for a quote.

PRINT & DIGITAL DEADLINES

SPACE: 1st of month prior

MATERIALS: 5th of month prior

GROSS DIGITAL RATES

WEBSITE

LEADERBOARD AD: \$600

BANNER AD: \$500

E-NEWSLETTER

LEADERBOARD AD: \$600

BANNER AD: \$500

E-BLAST: \$1,500

SPONSORED ARTICLE: \$600

You submit up to 500 words of copy and four photos that will run in one issue of our e-Newsletter and on our website for one year in our Travel Stories feature.

2021 EDITORIAL CALENDAR

SMALL MARKET
MEETINGS

	MANAGING MEETINGS	MEETING IDEAS	TOWN FEATURE	CITY SPOTLIGHT	MEETING GUIDES
JANUARY	CVBs 101	Meetings at Hotels	Glendale, AZ	Sioux Falls, SD	The Heartlands
FEBRUARY	Making the Most of Site Inspections	Sports Meetings	Providence, RI	Tulsa, OK	The South
MARCH	Rebate & Incentive Programs	Special-Interest Meetings	La Crosse, WI	Eugene, OR	Rocky Mountains & Indiana
APRIL	Managing Room Blocks	Religious Meetings	Carbondale, IL	Lexington, KY	Texas
MAY	Food & Beverage Tips	Colleges & Universities	Lake Erie, OH	Santa Fe, NM	Carolinas
JUNE	Risk Management	Convention Centers	Chester County, PA	Chattanooga, TN	Kansas & California
JULY	Booking Entertainment	Off-Season Meetings	Fredericksburg, VA	Wilmington, DE	Mississippi & Ohio
AUGUST	Event Websites & Apps	Meetings at Museums	Auburn-Opelika, AL	Binghampton, NY	Iowa & Washington
SEPTEMBER	Minimizing Environmental Impact	Farms & Ranches	McKinney, TX	Shreveport, LA	Florida
OCTOBER	Accessibility at Meetings	Historic Venues	Missoula, MT	Kearney, NE	Illinois
NOVEMBER	Streamlining Registration	Meetings on the Beach	Oxford, MS	Berkeley, CA	Wisconsin & Kentucky
DECEMBER	Event Photos & Videos	Casinos	Albany, GA	Jefferson City, MO	SMM Directory & New York

SMALL MARKET
MEETINGS

SMALLMARKETMEETINGS.COM

CONTACT US

866.356.5128
Kyle@smallmarketmeetings.com

AD DIMENSIONS

GROUP
THE
TRAVEL LEADER

select
TRAVELER

GOING ON FAITH
THE MAGAZINE FOR FAITH-BASED TRAVEL PLANNERS

**SMALL MARKET
MEETINGS**

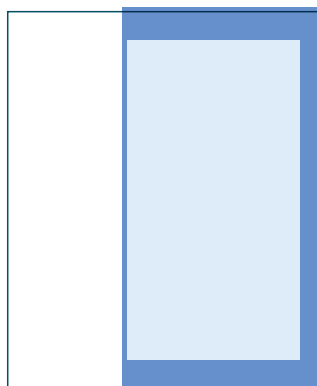
FULL PAGE



Trim: 9" X 10.875"
Bleed: 9.25" X 11.125"
Live Area: 8.5" X 10.375"

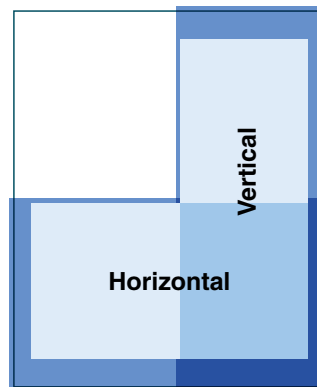
* All photos and text need to stay inside the Trim by 1/4 for all bleed ads

2/3 PAGE



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Trim: 5.675" X 10.875"
Bleed: 5.925" X 11.125"

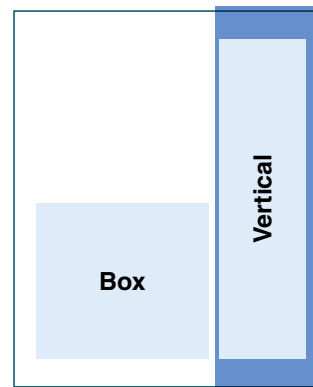
1/2 PAGE



Horizontal
No Bleed: 8" X 4.5"
Trim: 9" X 5.3438"
Bleed: 9.25" X 5.5938"

Vertical
No Bleed: 3.9" X 9.25"
Trim: 4.575" X 10.875"
Bleed: 4.825" X 11.125"

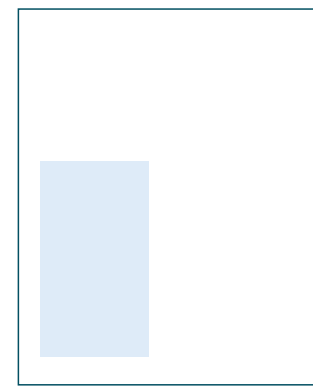
1/3 PAGE



Box
No Bleed: 5" X 4.5"

Vertical
No Bleed: 2.5" X 9.25"
Trim: 3.175" X 10.875"
Bleed: 3.425" X 11.125"

1/6 PAGE



No Bleed: 2.5" X 4.5"

AD SPECIFICATIONS

FILE FORMATS PDF x1 preferred
JPG, EPS, TIF or PDF accepted

COLOR CMYK

IMAGES All images should be 300 dpi CMYK

IMPORTANT: Be certain that all color profiles (including RGB, ICC and PMS) have been converted to CMYK in all files. Ads received with unacceptable colors will be converted by our production staff. This conversion may change the color appearance.

FONTS All fonts embedded or converted to paths, outlines, boxes.

LINESCREEN We print with 150 lines per inch.

SENDING AD To submit your ad, you may share a PDF via Dropbox or other file sharing program or you may email it to one of the following addresses:

production@grouptravelleader.com • production@selecttraveler.com
production@goingonfaith.com • production@smallmarketmeetings.com

DEADLINES All materials are due by the 5th of the month prior to the issue date.

CONTACT US

888.253.0455

gtl-advertising.com